

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. **(currently amended)** A computer-implemented method for optimally suiting a marketing strategy to a potential consumer's personality profile, said method comprising:

(a) collecting emotional orientation information obtained from a potential consumer based on an immediate individual emotional preconscious response of the consumer according to at least one of the following individual emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) storing the emotional orientation information of the consumer in a personal character profile record in a database on a computer memory, wherein the personal character profile record includes a value indicative of the emotional orientation of the consumer, wherein the value is one of a survival type, a growth type, a relaxation type, and a combination thereof;

(c) determining by computer, based on the stored emotional orientation information in the personal character profile record in the database on the computer memory, a predominant tendency of the consumer toward one of the individual emotional orientations;

(d) sorting by computer the character profile record in the database on the computer memory into at least three clusters, wherein each cluster corresponds to a subset of character profile records determined to have a predominant tendency toward one of the individual emotional orientations; and

(e) determining by computer, based on the predominant tendency toward one of the individual emotional orientations of the cluster of the character profile record of the potential consumer, an appropriate marketing campaign directed to the specific cluster including the personal character profile record of the potential consumer having a particular emotional orientation for allowing said appropriate marketing campaign to be conveyed to the potential consumer. ~~÷and~~

~~(f) displaying the computer determined marketing campaign to the potential consumer.~~

2. (Original) A method according to claim 1 wherein the information is collected by a questionnaire.

3. **(currently amended)** A method according to claim 2, wherein the questionnaire contains questions relating to the level of disposition of the potential consumer towards survival, growth, and relaxation, ~~respectively~~.

4. (previously presented) A method according to claim 2, wherein the questionnaire is presented to a potential consumer through an interactive medium.

5. **(currently amended)** A method according to claim ~~[[1]]~~ 30, wherein the unique features include various colors, sounds, smells, words, and images.

6. (Previously presented) A method according to claim 1, wherein the campaign is presented to the potential consumer by an interactive medium.

7. (Previously presented) A method according to claim 1 wherein the number of clusters corresponds to the possible combinations of low, medium, and high degrees of orientation with each of survival, growth, and relaxation orientations.

8. **(currently amended)** A computer-implemented method for conducting a matching service between at least two people, said method comprising:

(a) collecting emotional orientation information obtained from a user based on an immediate individual emotional preconscious response of the user according to at least one of the following individual emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) storing the emotional orientation information of the user in a personal character profile record in a database on a computer memory, wherein the personal character profile record includes a value indicative of the emotional orientation of the user, wherein the value is one of a survival type, a growth type, a relaxation type, and a combination thereof;

(c) determining by computer, based on the stored emotional orientation information in the personal character profile record in the database on the computer memory, a predominant tendency of the user toward one of the individual emotional orientations;

(d) sorting by computer the character profile record in the database on the computer memory into at least three clusters, wherein each cluster corresponds to a subset of character profile records determined to have a predominant tendency toward one of the individual emotional orientations; and

(e) determining by computer, based on the predominant tendency toward one of the individual emotional orientations of the cluster of the character profile record of the user, a matching other user according to the cluster of character profile records to which the users have a particular emotional orientation for allowing information on said computer-determined matched other user to be conveyed to the user; ~~and~~

~~(f) — outputting the computer-determined matched other user to the user.~~

9. **(currently amended)** A method according to claim 4, wherein the interactive medium includes at least one of an Internet service, telephone, interactive television, and a point-of-sale.

10. **(currently amended)** A method according to claim 6, wherein the interactive medium includes at least one of electronic mail, direct mail, telephone, interactive television, and a point-of-sale.

11. **(Previously presented)** A method according to claim 1, wherein the information collected from potential consumers includes at least one of physiological parameters, behavioral patterns, and personality-related parameters about the consumer.

12. (Previously presented) A method according to claim 11, wherein the information collected from potential consumers is collected based on the immediate response of the consumer to a specific stimulus.

13. (Previously presented) A method according to claim 12, wherein the stimulus includes a questionnaire.

14-21. (Canceled)

22. **(currently amended)** A computer-implemented method for optimally suiting a marketing strategy to a potential consumer's personal profile, said method comprising:

(a) collecting emotional orientation information obtained from a potential consumer based on an immediate emotional preconscious response of the consumer according to at least one of the following emotional orientations: survival type, growth type, relaxation type, and a combination thereof;

(b) storing the emotional orientation information of the consumer in a personal character profile record in a database on a computer memory;

(c) determining by computer, based on the stored emotional orientation information in the personal character profile record in the database on the computer memory, a predominant tendency of the consumer toward one of the emotional orientations;

(d) sorting by computer the character profile record in the database on the computer memory into at least three clusters, wherein each cluster corresponds to a subset of character profile records determined to have a predominant tendency toward one of the emotional orientations;

(e) if the predominant tendency of the emotional orientation of the potential consumer is a survival type emotional orientation, displaying a marketing campaign directed to a person having a survival type emotional orientation;

(f) if the predominant tendency of the emotional orientation of the potential consumer is a growth type emotional orientation, displaying a marketing campaign directed to a person having a growth type emotional orientation;

(g) if the predominant tendency of the emotional orientation of the potential consumer is a relaxation type emotional orientation, displaying a marketing campaign directed to a person having a relaxation type emotional orientation; and

(h) if the predominant tendency of the emotional orientation of the potential consumer is a combination of emotional orientations, displaying a marketing campaign directed to a person having a combination of emotional orientations.

23. (previously presented) A method according to claim 1, wherein a computer drives the display of the computer-determined marketing campaign to the potential consumer.

24. **(currently amended)** A method according to claim 8, wherein ~~[[the]]~~ outputting ~~[[step]]~~ is performed by a computer driving a display.

25. **(currently amended)** A method according to claim 22, wherein ~~step (e) comprises~~ if the predominant tendency of the emotional orientation of the potential consumer is a survival type emotional orientation, said displaying includes displaying a computer driving a display to display the marketing campaign on a computer-driven display.

26. **(currently amended)** A method according to claim 22, wherein ~~step (f) comprises~~ if the predominant tendency of the emotional orientation of the potential consumer is a growth type emotional orientation, said displaying includes displaying a computer driving a display to display the marketing campaign on a computer-driven display.

27. **(currently amended)** A method according to claim 22, wherein ~~step (g) comprises~~ if the predominant tendency of the emotional orientation of the potential consumer is a

relaxation type emotional orientation, said displaying includes displaying a computer driving a display to display the marketing campaign on a computer-driven display.

28. **(currently amended)** A method according to claim 22, wherein ~~step (h)~~ comprises if the predominant tendency of the emotional orientation of the potential consumer is a combination of emotional orientations, said displaying includes displaying a computer driving a display to display the marketing campaign on a computer-driven display.

29. **(new)** A method according to claim 1, wherein, in determining by computer, based on the stored emotional orientation information, the potential consumer is determined to have a predominant tendency toward

the survival type emotional orientation, if the immediate emotional preconscious response of the consumer indicates that the consumer worries mostly about his or her survival, or

the growth type emotional orientation, if the immediate emotional preconscious response of the consumer indicates that the consumer constantly seeks out new ways to progress, or

the relaxation type emotional orientation, if the immediate emotional preconscious response of the consumer indicates that the consumer is averse to change.

30. **(new)** A method according to claim 2, wherein the questionnaire presents to the consumer questions relating to unique features.